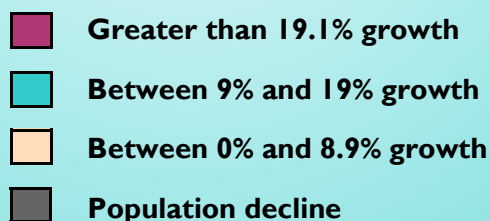
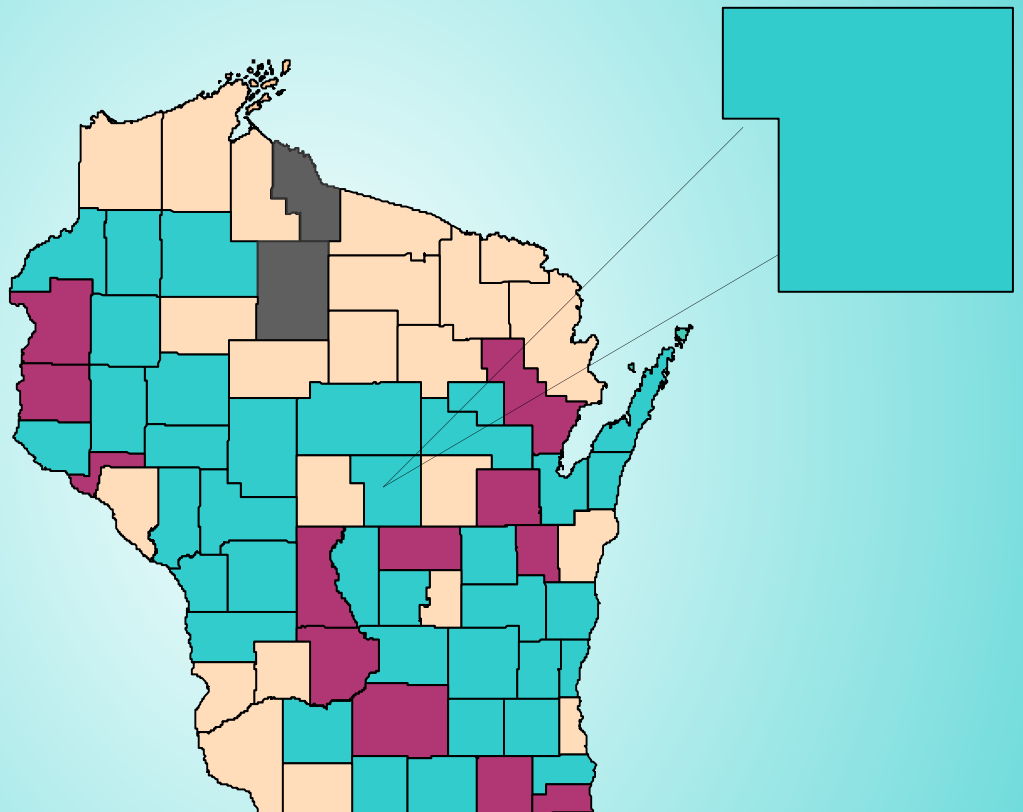


# Portage County Workforce Profile

Projected population growth from 2000 to 2020



Source: Wisconsin Department of Administration, Demographic Services Center.  
Statewide population growth is projected to be 13.9 percent from 2000 to 2020.



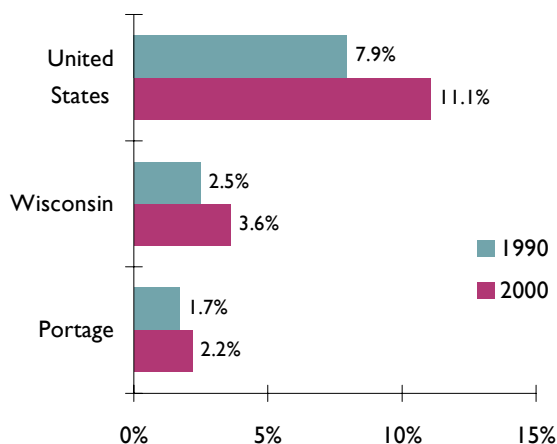
## County Population

Population growth affects the supply of workers, the ability to attract employers and demand for goods and services. Portage County added about 1,045 people, or 1.6 percent between the April 2000 Census and the January 2002 population estimates. This growth rate was below the national rate and nearly equal the statewide rate. Together, the Village of Plover and the City of Stevens Point gained 641 people, or over 61 percent of the county's total gain.

On the whole, 14 percent of non-metropolitan Wisconsin's population growth was natural increase (births minus deaths) and 86 percent of its growth was net migration (people moving in minus people moving out). In Portage County, 57 percent of the population increase was natural increase and 43 percent was net migration. The bar graph to the right shows that Portage County's rate of natural increase (0.88%) was higher than non-metropolitan Wisconsin's rate of natural increase (0.24%), but that gap wasn't as large as the gap between Portage County's rate of net migration (0.67%) and non-metropolitan Wisconsin's rate of net migration (1.51%).

The graph below shows how many residents were foreign-born in the 1990 and 2000 censuses. Despite some increase, Portage County remained well behind the state and the nation. Available data does not suggest that this dynamic will change dramatically in the near to medium term.

Share of Foreign-born Residents

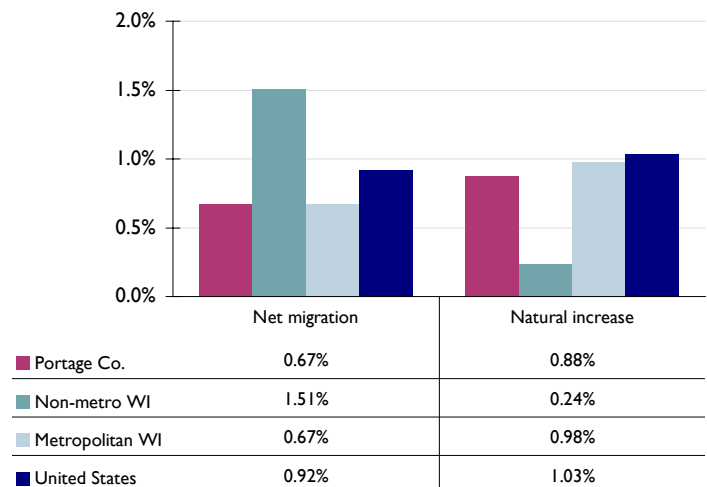


Source: US Dept. of Commerce, Census 2000, Summary file-4, QT-P14

Total Population

	April 2000 Census	January 1, 2002 estimate	Percent change
<b>United States</b>	281,421,906	286,923,000	2.0%
<b>Wisconsin</b>	5,363,701	5,453,896	1.7%
<b>Portage County</b>	67,182	68,227	1.6%
<b>Largest Municipalities</b>			
Stevens Point, City	24,551	24,857	1.2%
Plover, Village	10,520	10,855	3.2%
Hull, Town	5,493	5,533	0.7%
Stockton, Town	2,896	2,946	1.7%
Plover, Town	2,415	2,431	0.7%
Grant, Town	2,020	2,061	2.0%
Sharon, Town	1,936	1,968	1.7%
Whiting, Village	1,760	1,744	-0.9%
Lanark, Town	1,449	1,484	2.4%
Amherst, Town	1,435	1,456	1.5%

Net migration and natural increase



Source: Wisconsin DOA, Demographic Services Center & US Census Bureau

The county experienced fewer births from 1992 to 2001 than it had between 1982 and 1991. In 2001, 61 percent of Portage County's births were to mothers under 30 years old and 86 percent were to mothers under 35. Natural increase drives much of the county's population growth and age demographics, in turn, have an impact on natural increase. The number of female residents in their 20s and 30s affects future birth rates and population growth rates.

Population projections suggest that Portage

## Portage County Workforce Profile

### Population Projections by Age Groups in Portage County

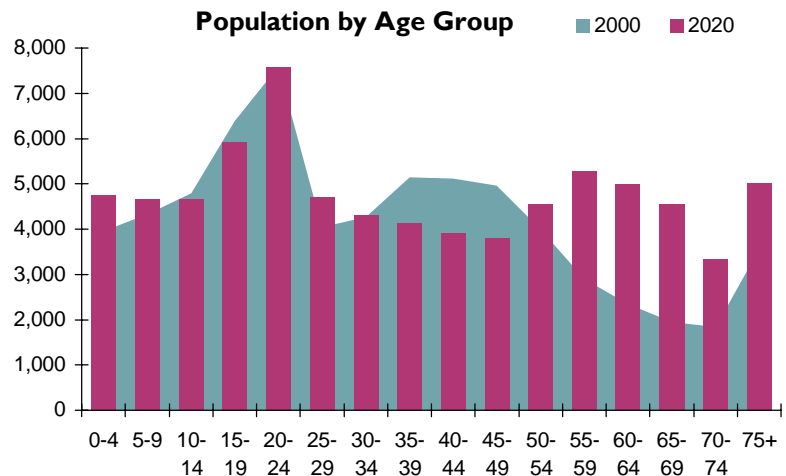
	0-4	5-9	10-14	15-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65-69	70-74	75+
<b>2000</b>																
Male	2,034	2,229	2,527	3,135	3,810	2,156	2,189	2,613	2,522	2,502	2,060	1,436	1,189	927	837	1,324
Female	1,930	2,102	2,260	3,259	3,779	1,892	2,085	2,528	2,598	2,457	1,926	1,458	1,152	1,029	998	2,239
<b>2005</b>																
Male	2,061	2,123	2,410	3,339	4,300	2,284	1,902	2,228	2,679	2,582	2,517	2,028	1,397	1,106	816	1,470
Female	1,972	2,015	2,278	3,324	4,025	1,994	1,686	2,134	2,588	2,636	2,456	1,907	1,418	1,128	953	2,419
<b>2010</b>																
Male	2,166	2,117	2,242	3,155	4,569	2,505	1,977	1,906	2,252	2,705	2,559	2,441	1,947	1,282	963	1,529
Female	2,072	2,026	2,133	3,326	4,122	2,111	1,771	1,725	2,187	2,625	2,630	2,426	1,852	1,391	1,050	2,497
<b>2015</b>																
Male	2,305	2,224	2,240	2,872	4,242	2,673	2,174	1,986	1,933	2,283	2,690	2,491	2,355	1,797	1,124	1,705
Female	2,205	2,130	2,151	3,020	4,072	2,171	1,879	1,816	1,775	2,227	2,626	2,604	2,363	1,827	1,303	2,648
<b>2020</b>																
Male	2,429	2,382	2,374	2,883	3,867	2,531	2,351	2,205	2,038	1,986	2,302	2,654	2,438	2,206	1,603	1,993
Female	2,324	2,284	2,282	3,034	3,711	2,173	1,948	1,934	1,883	1,823	2,248	2,621	2,557	2,350	1,727	3,029

Source: Wisconsin Dept. of Administration, Demographic Services, October 2003

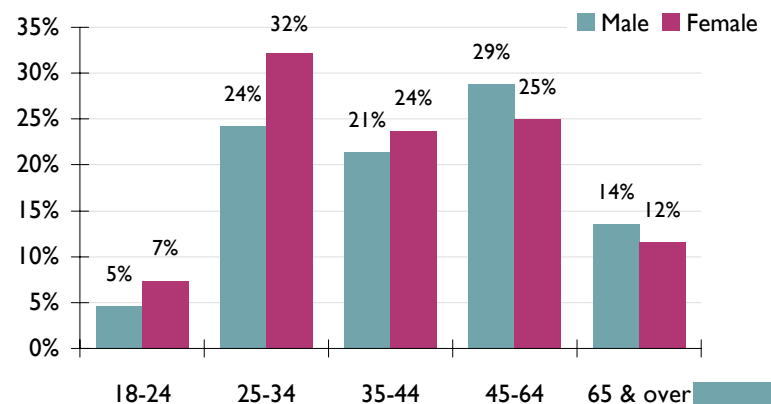
County will gain something like 8,988 people or around 13 percent between 2000 and 2020. This is nearly equal Wisconsin's projected growth of 14 percent. As baby-boomers age, 3 cohorts, (55- to 59-year-olds, 60- to 64-year-olds and 65- to 69-year-olds) will each grow by roughly 2,381 to 2,654 people, or 82 percent to 133 percent. Meanwhile, 3 other cohorts (35- to 39-year-olds, 40- to 44-year-olds and 45- to 49-year-olds) will see their ranks thin by about 1,002 to 1,199 people or 20 to 23 percent.

In stark contrast to many non-metropolitan Wisconsin counties, Portage County gains college-aged residents, and loses them later. The group that starts with 4,767 residents aged 10 to 14 in 2000 swells to 8,691 residents aged 20 to 24 in 2010 and shrinks to 4,299 residents aged 30 to 34 in 2020. Much of the in-migration probably relates to the university campus in Stevens Point. More people leave after college age than came in during college age. Available data doesn't specify how many out-migrants take children with them.

Advanced education (a bachelor's degree or more) used to be more common among males than females, but this trend has reversed in recent decades. Recent graduates are some of the most mobile workers, and more likely to consider other locales for industry mix, occupational mix and amenities.



### Percent of age group with at least a Bachelor's degree in Portage County



Source: US Dept. of Commerce, Census 2000, Summary file 4, QT-P20

## Labor Force Characteristics

The labor force participation rate (LFPR) is the proportion of the eligible population that either works or looks for work. Generally, labor force participation rates tend to peak between the ages of 35 and 54. Members of younger cohorts sometimes occupy themselves with education or parenting. Slowly at age 55, and more quickly at age 62, labor force participation rates fall as older workers leave the labor force.

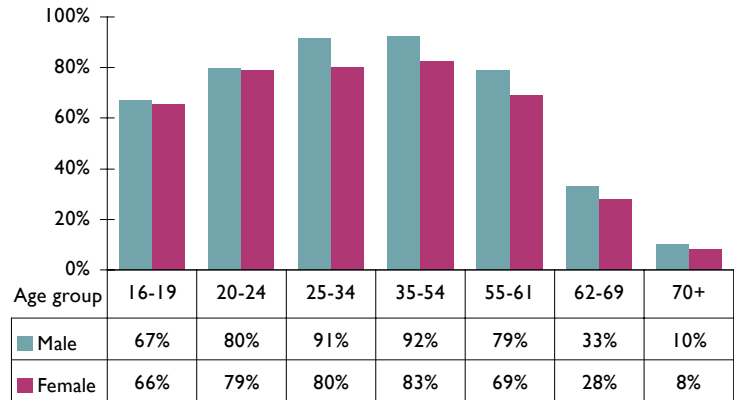
Population trends seen on page 2 cast a different light on labor force participation rates shown in the upper right graph. Large numbers of people will move from the three cohorts between 35 and 49 years old (where LFPR is high) into the cohorts between 55 and 69 (where LFPR is lower). This will pull down the county's overall LFPR.

In recent years, Wisconsin's LFPR has been among the 5 highest in the nation, and Portage County's has been nearly as high. (See middle right graph.) The graph to the lower right suggests that the high labor force participation rates of those aged 35 to 54 cannot compensate for their declining numbers, while the increase of those aged 55 to 64 will be so great as to overcome their low LFPR and increase their absolute numbers in the labor force. Shifting demographic trends affect employment trends and policies.

In decades past, employers relied on dramatic increases in female LFPR to replace workers leaving the labor force and to keep up with job growth. Today, such sharp increases in female labor force participation are unlikely, particularly among younger cohorts. The upper right graph shows female LFPR very close to male levels among those aged 16 to 19 or 20 to 24. Together, these trends may prompt employers to ask where replacement workers will come from.

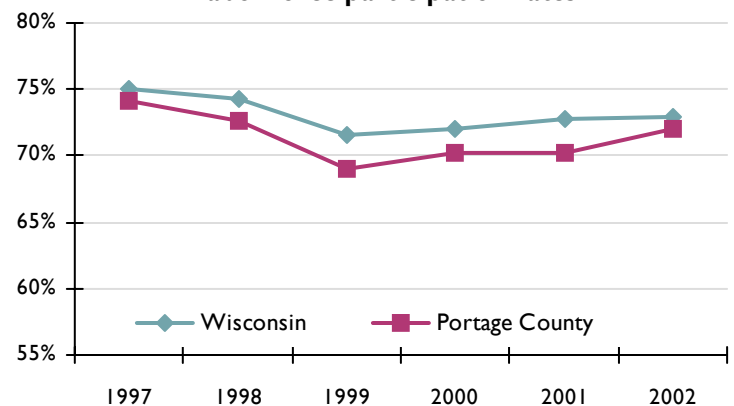
The baby boomers who stay in the labor force longer may find employers modifying compensation and workplace policies to keep them on board. As some baby boomers begin to leave the labor force, they will eventually increase demand for certain types of labor (such as health care and home-related services). Because younger workers often fill these jobs, and because the overall labor force will not grow as quickly as it used to, employers may step up recruitment of younger workers.

**Portage Labor Force Participation by Age & Sex in 2000**



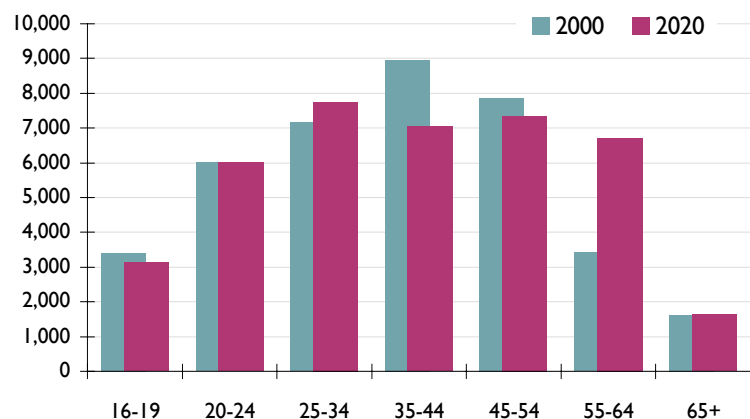
Source: US Dept. of Commerce, Census 2000, Summary file 4, PCT-79

**Labor force participation rates**



Source: WI DWD, Office of Economic Advisors, 2003

**Labor Force by Age in 2000 & 2020 in Portage County**

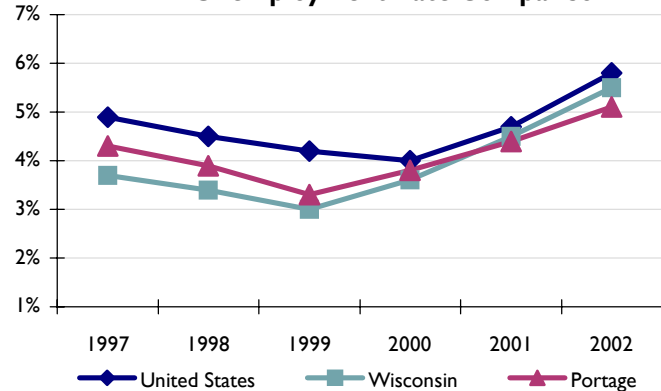


Source: DWD, Office of Economic Advisors, US Census, SF-4 (PCT-79), WI Demographic Services

## Portage County Workforce Profile

Over the course of 2002, an average of roughly 38,335 Portage County residents participated in the labor force: about 36,367 were employed and approximately 1,968, or 5.1 percent were unemployed. Unemployment rose around the same time locally and statewide, which was before the national rate started going up. In 2002 and 2003, unemployment rates have been considerably higher than the heydays of the late 1990s, but often not as high as they were in the 1993-1994 period. Some encouraging signs emerged in the autumn of 2003; the winter of 2003-2004 will show how they play out.

Unemployment Rate Comparison



Portage County Civilian Labor Force Data

	1997	1998	1999	2000	2001	2002
Labor Force	38,107	37,478	36,231	37,332	37,928	38,335
Employed	36,468	36,003	35,044	35,916	36,264	36,367
Unemployed	1,639	1,475	1,187	1,416	1,664	1,968
Unemployment Rate	4.3%	3.9%	3.3%	3.8%	4.4%	5.1%

Source: WI DWD, Bureau of Workforce Information, LAUS program, 2003

## Occupations in demand

Portage County is part of Wisconsin's north central region. In its upper portion, the table to the right lists those occupations projected to experience the fastest proportional growth between 2000 and 2010. An occupation starting with few jobs doesn't need to add many to grow quickly. Altogether, the fastest-growing occupations accounted for 1.9 percent of the region's jobs in 2000 and are expected to account for 2.6 percent of the region's jobs in 2010, so it is not an exhaustive list of opportunities. The list does not support the notion that most jobs require a bachelor's degree.

In its lower portion, the table lists those occupations projected to generate the most openings between 2000 and 2010. The less training a job requires, the less likely an employer is to invest in retention incentives (such as wage or benefit increases). Nursing requires more training than the other occupations generating the most openings. Challenging work schedules and conditions contribute to turnover, yet nursing programs have long waiting lists. As many nurses and nursing instructors approach retirement, aging baby-boomers will increase demand.

North Central Region Occupation Projections: 2010

	Top Ten Occupations	Education & Training Typically Required*	Average Wage**
Fastest Growth	Computer Support Specialists	Associate degree	\$16.29
	Computer Software Engrs Apps	Bachelor's degree	\$30.39
	Medical Records/Health Info Techs	Associate degree	\$12.12
	Network/Computer Systems Admin	Bachelor's degree	\$22.28
	Personal and Home Care Aides	1-month or less training	\$8.66
	Medical Assts	1-12 mo. on-the-job training	\$11.67
	Social/Human Service Assts	1-12 mo. on-the-job training	\$10.71
	Computer Systems Analysts	Bachelor's degree	\$24.16
	Computer/Information Systems Mgrs	Work experience & degree	\$33.51
	Surgical Technologists	Postsecondary voc. trng	\$13.89
Most Openings	Cashiers	1-month or less training	\$7.21
	Comb Food Prep/Serv Wrk/Incl Fast	1-month or less training	\$7.03
	Retail Salespersons	1-month or less training	\$9.11
	Waiters/Waitresses	1-month or less training	\$6.50
	Registered Nurses	Bachelor's degree	\$22.18
	Labrs/Frght/Stock/Matr'l Movers/Hand	1-month or less training	\$10.50
	Truck Drivers/Heavy/Tractor-Trailer	1-12 mo. on-the-job training	\$15.36
	Office Clerks/General	1-month or less training	\$9.80
	Stock Clerks/Order Fillers	1-month or less training	\$9.60
	Janitors/Cleanrs Ex Maids/Hskpng	1-month or less training	\$9.82

\* The most common way to enter the occupation, not the only way

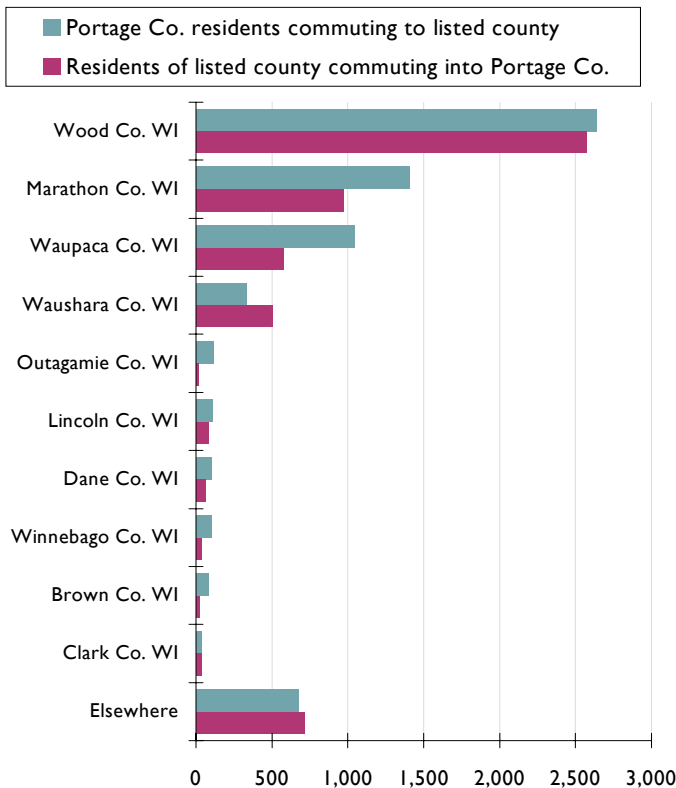
\*\* Wages from Occupation Employment Statistics survey responses for region, 2001

North Central WDA includes Adams, Forest, Langlade, Lincoln, Marathon, Oneida, Portage, Vilas and Wood counties.

Source: WI DWD, Bureau of Workforce Information, 2002

## County Commuting Patterns

In April 2003, the Census Bureau released county-to-county worker flow files. The Census reported that approximately 6,657 Portage County residents worked outside the county (about 19 percent of working residents by their count). At the same time, roughly 5,597 workers from other counties commuted in (roughly 16 percent of the people filling Portage County jobs by their count).



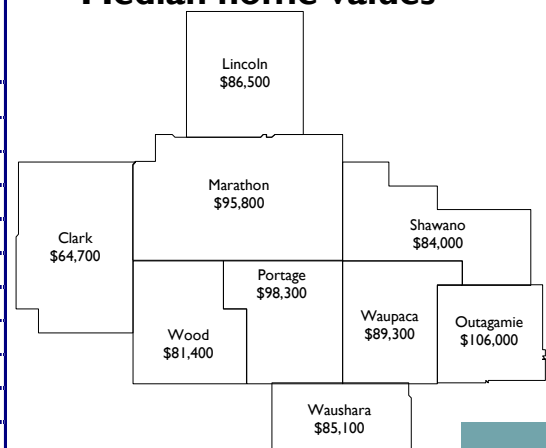
Reasons for commuting vary, but relevant factors include geography, employment conditions, wage structure and housing costs. Geographically, although its two major municipalities are relatively centrally located, the county itself isn't very large and many residents find themselves a short drive from Wisconsin Rapids. The number of people crossing a county line is not the only indicator of how far people travel. The Census reported that 68 percent of Portage County's working residents commuted less than 20 minutes and 84 percent commuted less than 30 minutes.

Employment conditions in Portage and nearby counties present a complex picture. In 2002, the average unemployment rate was lower in Portage County (5.1%) than in Clark (7.3%), Waushara (6.6%) or Wood (6.3%), but higher than Marathon (4.8%). Portage and Marathon counties probably pull in workers with a high concentrations of financial activities jobs, including insurance. High wages in that sector also boost the likelihood of commuters leaving for those counties. Similarly, Wood County attracts workers in the health care sector with a unique concentration of jobs and strong wages.

People working in Portage County may find that their housing dollars go further in neighboring counties. (See map below.) This is not uniformly true throughout the county: according to the 2000 Census, Stevens Point's 4,190 owner-occupied units had a median value of \$80,800, while Plover's 2,335 had a median value of \$118,200 and Hull's 1,372 had a median value of \$117,300.

	Portage Co. residents commuting to listed county	Residents of listed county commuting into Portage Co.	Net gain or loss of workers
Wood Co. WI	2,639	2,572	-67
Marathon Co. WI	1,408	968	-440
Waupaca Co. WI	1,042	572	-470
Waushara Co. WI	334	505	171
Outagamie Co. WI	120	15	-105
Lincoln Co. WI	110	83	-27
Dane Co. WI	107	65	-42
Winnebago Co. WI	105	39	-66
Brown Co. WI	80	26	-54
Clark Co. WI	36	39	3
Elsewhere	676	713	37

## Median home values



Source: US Dept. of Commerce, Census 2000, County-to-county worker-flow files

Census 2000, Summary File 3, QT-H14

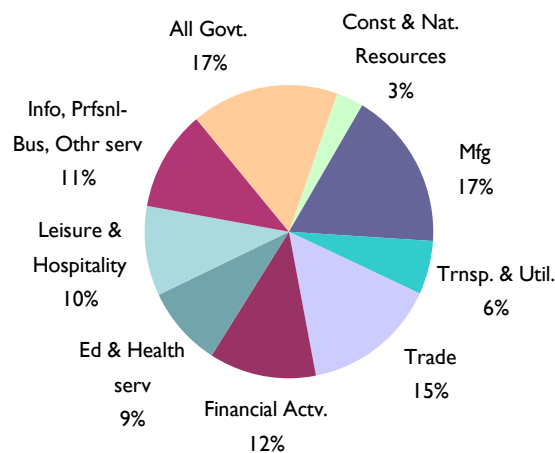


## Industry Employment -

### Introducing NAICS (North American Industry Classification System)

From the 1930s to 2002, some version of the Standard Industrial Classification (SIC) system has defined categories for employment-by-industry estimates. Beginning in 2003, the North American Industry Classification System (NAICS) replaces SIC. The table below lists each system's major categories. A quick glance shows that NAICS offers categories for which data was previously unavailable (like financial activities or leisure & hospitality) and that NAICS offers less detail elsewhere (retail & wholesale trade collapse into one category for non-metropolitan areas).

#### Portage County Industry Distribution: 2002



The table below hides one wrinkle that may be the most important aspect of SIC-to-NAICS conversion. **Even if a category carries an identical title, like "manufacturing", its definition changed, so meaningful comparisons of SIC data to NAICS data are very limited.** The SIC definition of manufacturing included establishments that now reside in the services category. Elements of printing are now in information services; some establishments providing professional, technical, administrative or support services may have moved from manufacturing into services. These are just a few examples of changes that limit detailed, direct comparisons of historical SIC data to current NAICS data. (Also, NAICS data was revised with newly available information, while SIC was not, due to its discontinuation.)

Under SIC, restaurants and bars were under retail trade, while NAICS puts them in the newly-created leisure & hospitality sector. Other establishments in the leisure & hospitality sector (such as hotels and lodging facilities) came from the services sector of SIC. There is no accurate or reliable way to compare old trade or services numbers to the new ones.

On this page, public employees of public schools and colleges fall under government. Other pages group them with education & health services. NAICS shows Portage's high concentration of financial activities jobs and low concentration of manufacturing jobs.

#### 2002 Industry Employment in Portage County: A comparison of two classification systems

NAICS Super-sectors	Employment	Distribution	SIC Industry Divisions	Distribution
Construction, natural resources & mining	1,019	3%	Construction & Mining	3%
Manufacturing	5,828	18%	Manufacturing	18%
Transportation, warehousing & utilities	1,875	6%	Transportation, utilities & communication	6%
Trade (wholesale & retail)	4,971	15%	Wholesale trade	5%
			Retail trade	19%
Financial activities	3,930	12%	Finance, insurance & real estate	11%
Information, professional & business services, other services	3,677	11%	Services & misc (incl. agr, forestry, fishing)	22%
Education and health services	2,947	9%	Government	17%
Leisure & hospitality	3,348	10%		
Government	5,502	17%		

Source: WI DWD, Bureau of Workforce Information, Current Employment Statistics Program, March 2003

## Portage County Workforce Profile

Listed in the table in the middle of the page, the ten largest private employers in Portage County accounted for roughly 30 percent of the payroll jobs reported in the county in the first quarter of 2003. Employers' figures vary from month to month and seasonality varies significantly from one employer to another. For these and other reasons, specific ranks are not necessarily consistent or telling.

Listed in the top table, the ten largest industry groups provided approximately 51 percent of the county's total jobs. Between the first quarter of 2002 and the first quarter of 2003, the food manufacturing industry shed workers while insurance-related businesses and non-store retailers added more than enough to make up the difference.

### Top 10 Industry Groups in Portage County

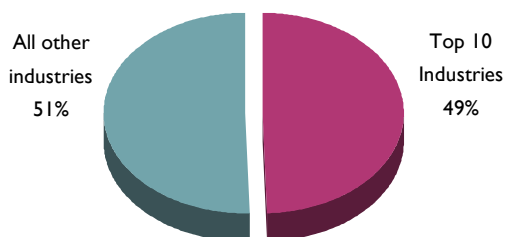
Industry Group	March 2003		Numeric change 2002 - 2003
	Employers	Employees	
Insurance Carriers & Related Activities	40	3,101	122
Educational Services	12	2,862	-54
Food Services and Drinking Places	120	2,394	-34
Food Manufacturing	14	1,740	-103
Executive, Legislative, & Gen Government	26	1,228	22
Ambulatory Health Care Services	62	1,196	63
Paper Manufacturing	3	1,041	-39
Nonstore Retailers	16	987	123
General Merchandise Stores	12	934	-51
Truck Transportation	47	866	-14

\*data suppressed to maintain confidentiality

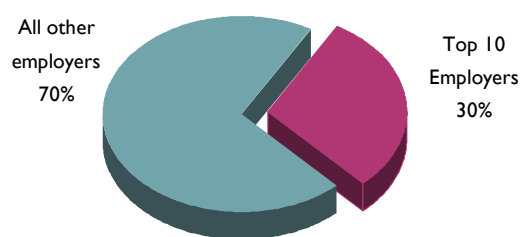
### Top 10 Employers in Portage County

Company	Product or Service	Size
Sentry Insurance a Mutual Co.	Direct property and casualty insurance carriers	1000 +
Stevens Point Public School	Elementary & secondary schools	1000 +
University of Wisconsin- Stevens	Colleges, universities, and professional schools	1000 +
St. Michael's Hospital of Stevens	General medical & surgical hospitals	500-999
Stora Enso North America Corp.	Paper (except newsprint) mills	500-999
The Coppers Corp.	Supermarkets and other grocery (except convenience) stores	500-999
County of Portage	Executive & legislative offices, combined	500-999
McCain Foods U.S.A., Inc.	Frozen specialty food manufacturing	500-999
Ministry Medical Group, Inc.	Offices of physicians (except mental health specialists)	500-999
Livetravel, Inc.	Travel agencies	500-999

Share of jobs with top 10 industries



Share of jobs with top 10 employers



Source: WI DWD, Bureau of Workforce Information, ES-202 special report, First quarter, 2003



## Portage County Workforce Profile

Overall, Portage County employers reported paying somewhat below the statewide all-industries average annual wage, with results varying by industry. Between 2001 and 2002, leisure & hospitality more jobs added than any other sector and saw its average annual wage shrink 4.6 percent. The jobs added were probably mostly entry level, often part time or seasonal, with limited advancement opportunity and little wage growth potential. The next-largest job growth happened in financial activities, which reports the highest average annual wage per job of any industry in the county. Manufacturing accounted for nearly 22 percent of its total wages and nearly 18 percent of the county's jobs. The manufacturing wage was well above the all-industries average for the county, so the job losses pulled down the all-industries average.

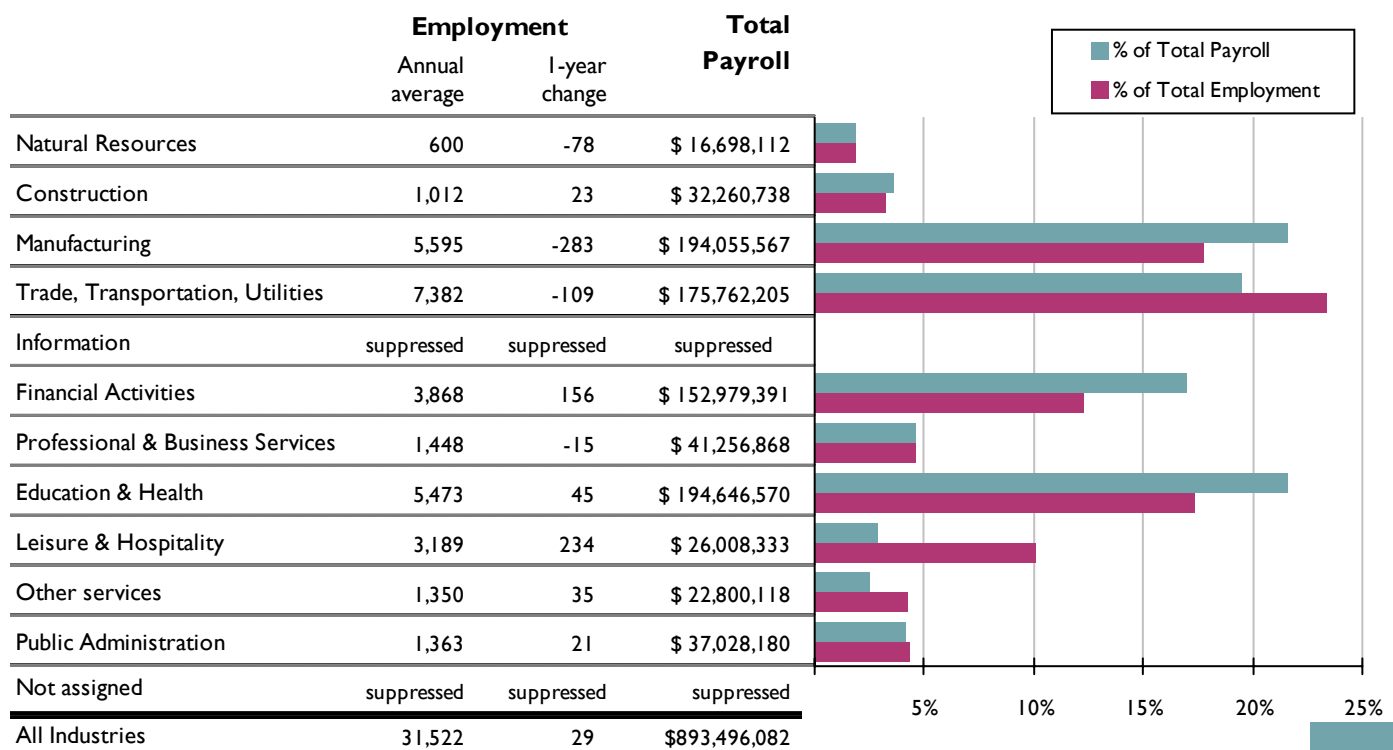
### Average Annual Wage by Industry Division in 2002

	Average Annual Wage		Percent of	1-year
	Wisconsin	Portage County	Wisconsin	% change
All Industries	\$ 32,422	\$ 28,574	88%	-1.5%
Natural resources	\$ 25,481	\$ 27,830	109%	5.7%
Construction	\$ 39,649	\$ 31,878	80%	4.3%
Manufacturing	\$ 40,584	\$ 34,684	85%	4.2%
Trade, Transportation, Utilities	\$ 28,422	\$ 23,810	84%	-14.4%
Information	\$ 38,871	suppressed	suppressed	suppressed
Financial activities	\$ 40,337	\$ 39,550	98%	1.2%
Professional & Business Services	\$ 36,324	\$ 28,492	78%	5.5%
Education & Health	\$ 33,768	\$ 35,565	105%	3.8%
Leisure & Hospitality	\$ 11,837	\$ 8,156	69%	-4.6%
Other services	\$ 19,500	\$ 16,889	87%	3.3%
Public Administration	\$ 33,769	\$ 27,167	80%	-0.8%

Source: WI DWD, Bureau of Workforce Information, Covered Employment & Wages, August 2003

Trade, transportation & utilities includes retail trade jobs with lower wages as well as higher-paid workers in utilities and wholesale trade. Education & health services wages are above the all-industries average for the county and above the statewide average for the industry, but not exceptional among neighbors.

### 2002 Employment and Wage Distribution by Industry in Portage County



Source: WI DWD, Bureau of Workforce Information, Covered Employment and Wages, August 2003

## Per Capita Personal Income

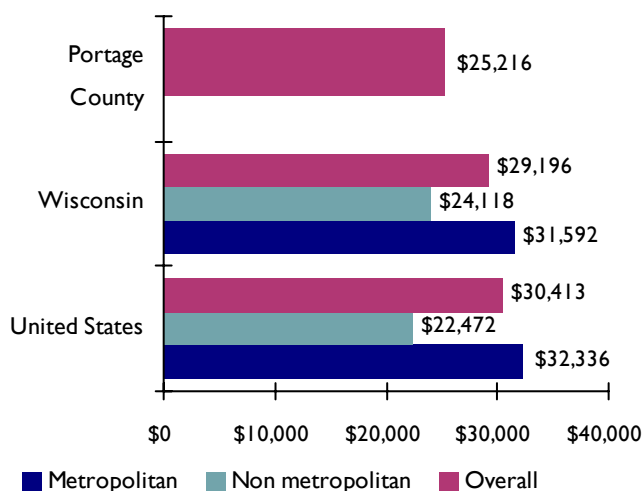
In 2001, Portage County's per capita personal income (PCPI) of \$25,126 was slightly above non-metropolitan Wisconsin's PCPI (\$24,118) and well above the national non-metropolitan PCPI (\$22,472). Between 1996 and 2001, Portage County's PCPI rose from 2 percent above non-metropolitan Wisconsin's PCPI to nearly 5 percent above non-metropolitan Wisconsin's PCPI. Meanwhile, county PCPI rose from being 8 percent above the national non-metropolitan PCPI to being 12 percent above the national non-metropolitan PCPI.

Growth in PCPI relates to demographic shifts (see pages 2 and 3). As a greater share of the population enters retirement, more residents rely on transfer payments (such as Social Security) and fewer have net earnings (typically associated with employment). Transfer payments grow much more slowly than net earnings. Households with substantial investment income (dividends, interest or rent, including retirement or pension plans) are more likely to consider warmer climates for retirement, so PCPI growth may slow considerably.

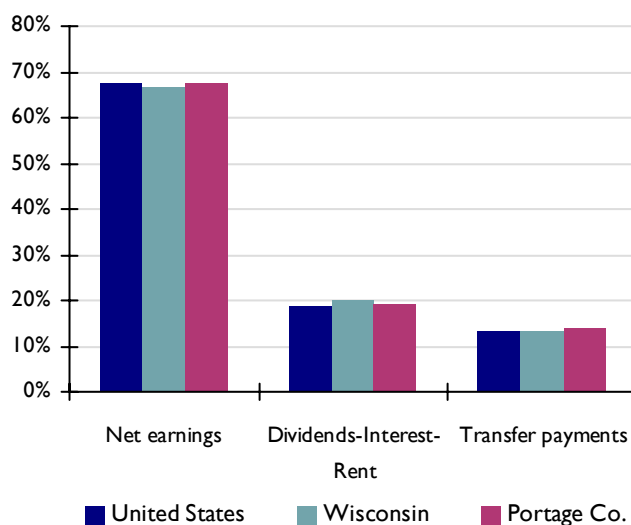
**Per Capita Personal Income**

	1996	1997	1998	1999	2000	2001	Percent Change	
							1 year	5 year
United States	\$24,270	\$25,412	\$26,893	\$27,880	\$29,760	\$30,413	2.2%	25.3%
Wisconsin	\$23,301	\$24,481	\$26,004	\$26,926	\$28,389	\$29,196	2.8%	25.3%
Portage County	\$19,758	\$20,890	\$21,909	\$22,507	\$23,842	\$25,216	5.8%	27.6%

**2001 PCPI**



**Components of Total Personal Income: 2001**



Source: US Dept. of Commerce, Bureau of Economic Analysis, State & Local Personal Income, May 2003, CAI-3, CA05

### WWW addresses of source data

Wisconsin population estimates and projections:

<http://www.doa.state.wi.us/dir/index.asp>

Education levels of population, labor force participation rates, commuting patterns:

<http://www.census.gov/main/www/cen2000.html>

Labor force estimates (employed and unemployed), industry employment, average annual wages:

<http://www.dwd.state.wi.us/lmi/>

Occupations in-demand:

[http://www.dwd.state.wi.us/lmi/wda\\_map.htm](http://www.dwd.state.wi.us/lmi/wda_map.htm)

Per Capita Personal Income:

<http://www.bea.gov/bea/regional/reis>

Profile author:

Dan.Barroilhet@dwd.state.wi.us